

**MASTER
NEGATIVE
NO.94-82293-16**

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Author:

Jewelers' circular

Title:

**An analysis of the sale
and distribution of gifts...**

Place:

New York

Date:

[1930?]

94-82293-116
MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BUSINESS
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The Jewelers' circular. .

An analysis of the sale and distribution of gifts and artwares in the retail jewelry stores of the United States; results of a research made by the Jewelers' circular. New York, United business publishers, inc. ,1930?, 124, p. 30^{cm}.

On cover: The retailer jeweler gives his unbiased opinion on gifts and artwares.

RESTRICTIONS ON USE:

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm

REDUCTION RATIO: 14X

IMAGE PLACEMENT: IA (IIA) IB IIB

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INITIALS: W.W

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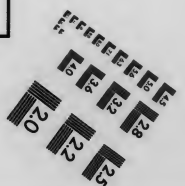
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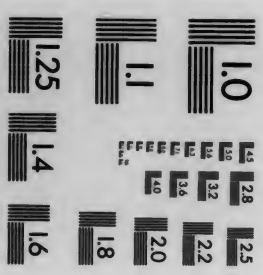
PM-MGP 13"x18" METRIC GENERAL PURPOSE TARGET PHOTOGRAPHIC



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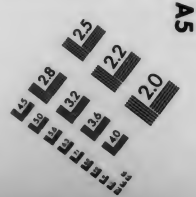
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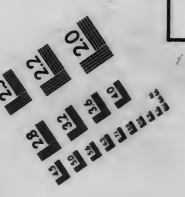
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PRECISIONSM RESOLUTION TARGETS

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The **RETAIL JEWELER**
gives his Unbiased
Opinion on
GIFTS
AND
ARTWARES

D254.52 J543

Columbia University
in the City of New York

LIBRARY



School of Business

SCHOOL OF
BUSINESS
TRADING

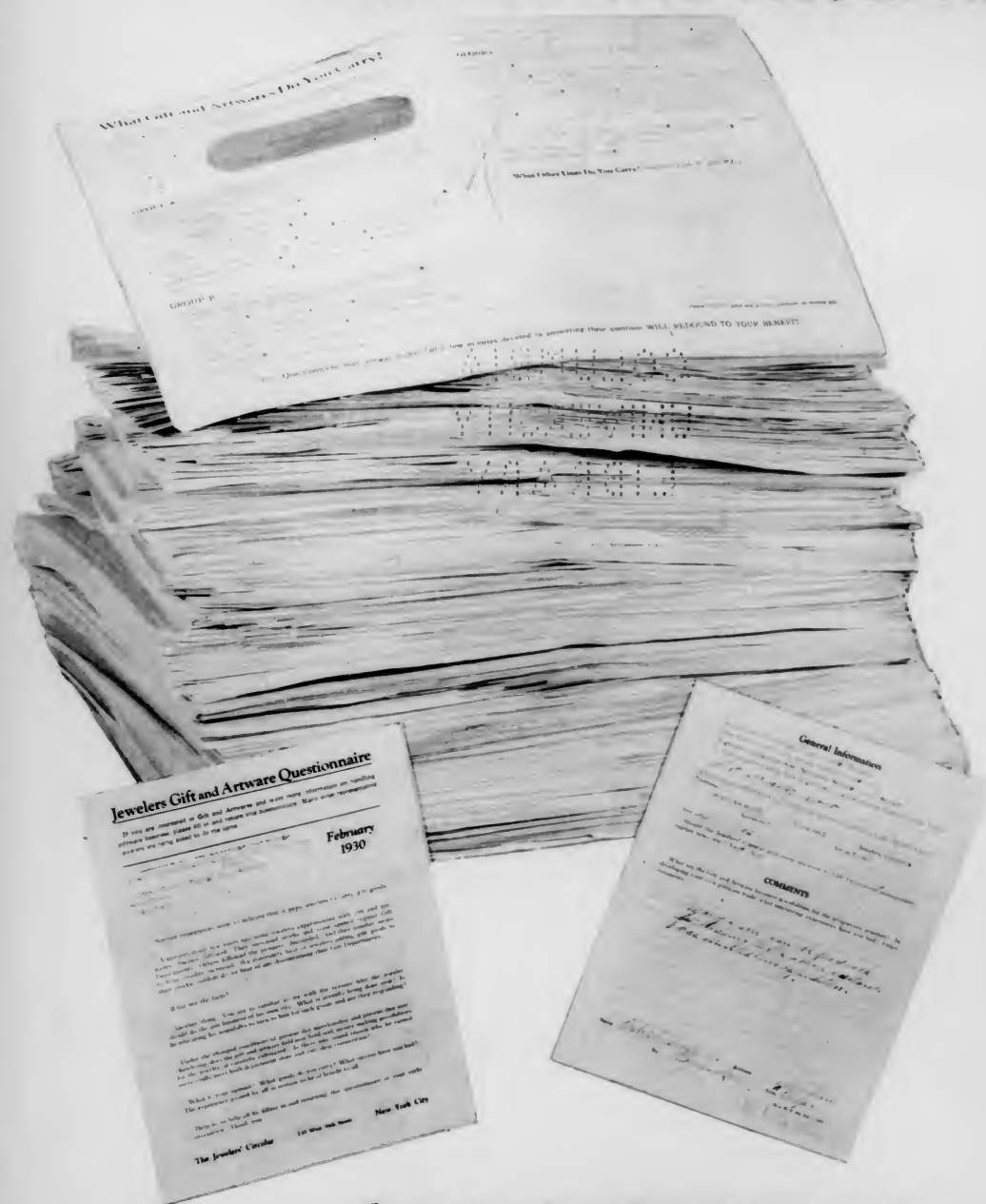
AN ANALYSIS
of the
SALE *and* DISTRIBUTION
of
GIFTS *and* ARTWARES
in the
Retail Jewelry Stores
of the United States



A Division of the
United Business Publishers, Inc.

*Results of a Research
made by*
The JEWELERS' CIRCULAR
239 West 39th Street
NEW YORK

A Picture of Part of the Returns



Sent in by Retail Jewelers

Remarkable demonstration of **READER INTEREST**

21.5% Returns
were received on this
questionnaire sent to the
Retail Jewelers subscribers
to The Jewelers' Circular

It is conceded that a 10% return, on
any questionnaire, is GOOD, but a
21.5% return is REMARKABLE, es-
pecially when we consider the fact
that more than 100 questions were asked.

D 254.52
J 543

This plain, government
post card was mailed
one day in advance
of the mailing of the
questionnaire.

AN IMPORTANT —

*Questionnaire is being mailed to you
Please fill it in, and return it promptly.
Your opinion, too, will be helpful.*

THIS MATERIAL WILL FORM THE BASIS
FOR A SERIES OF INFORMATIVE ARTICLES.

Cordially,
THE JEWELERS' CIRCULAR
239 West 39th Street
NEW YORK

The letter on the opposite page
was sent with the questionnaire

The **Jewelers'
Circular**

DIVISION OF
UNITED BUSINESS PUBLISHERS, INC.

239 WEST 39TH STREET
NEW YORK

February 5, 1930

Merchant's name
Address

Gentlemen:

We are seeking first-hand information on what the giftware
business really amounts to in the jewelry field.

Can we look to you for friendly cooperation?

If you handle gift and artwares, you can readily appreciate
the point that the experience gained by all can be effective-
ly used for the benefit of all.

And that is our object. If you will fill in, as far as prac-
tical, the accompanying QUESTIONNAIRE and return in the en-
closed envelope it will supply us with a wealth of worthwhile
data on what goods sell best--what selling methods have proved
best--what actual success jewelers have had with artwares, etc.
If you do not handle gift and artwares, please let us know,
too, for this information is equally essential.

From such a mass of vital information, it will be possible to
prepare sound, stimulating articles for your edification.

Whatever facts, comments and opinions you furnish will not be
published without your special permission. We state this, so
that you may feel entirely free to write as confidentially as
you please.

Thanking you in advance for your anticipated assistance, we are

Very truly yours,

THE JEWELERS' CIRCULAR

P. M. Fahrendorf

Business Manager

P. M. Fahrendorf/M

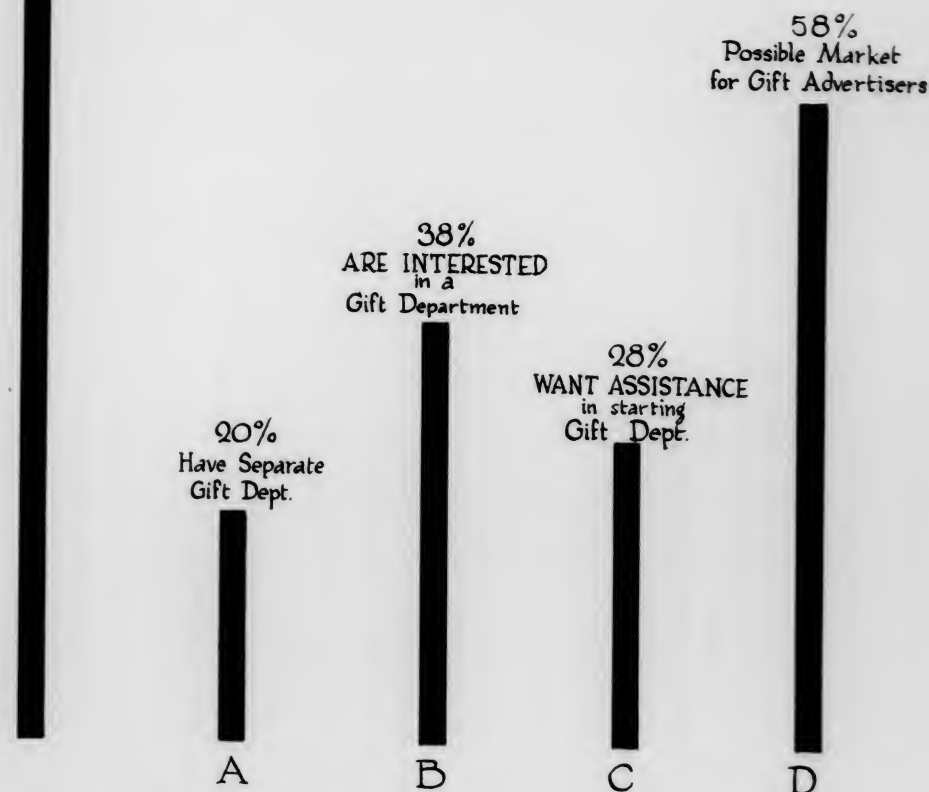
44 States

were represented in the
tabulation of results—
the only states missing were:

Nevada
North Dakota
South Carolina
Wyoming

The questionnaire was mailed
equally to all states on the
basis of the number of rated
Jewelers in each state.

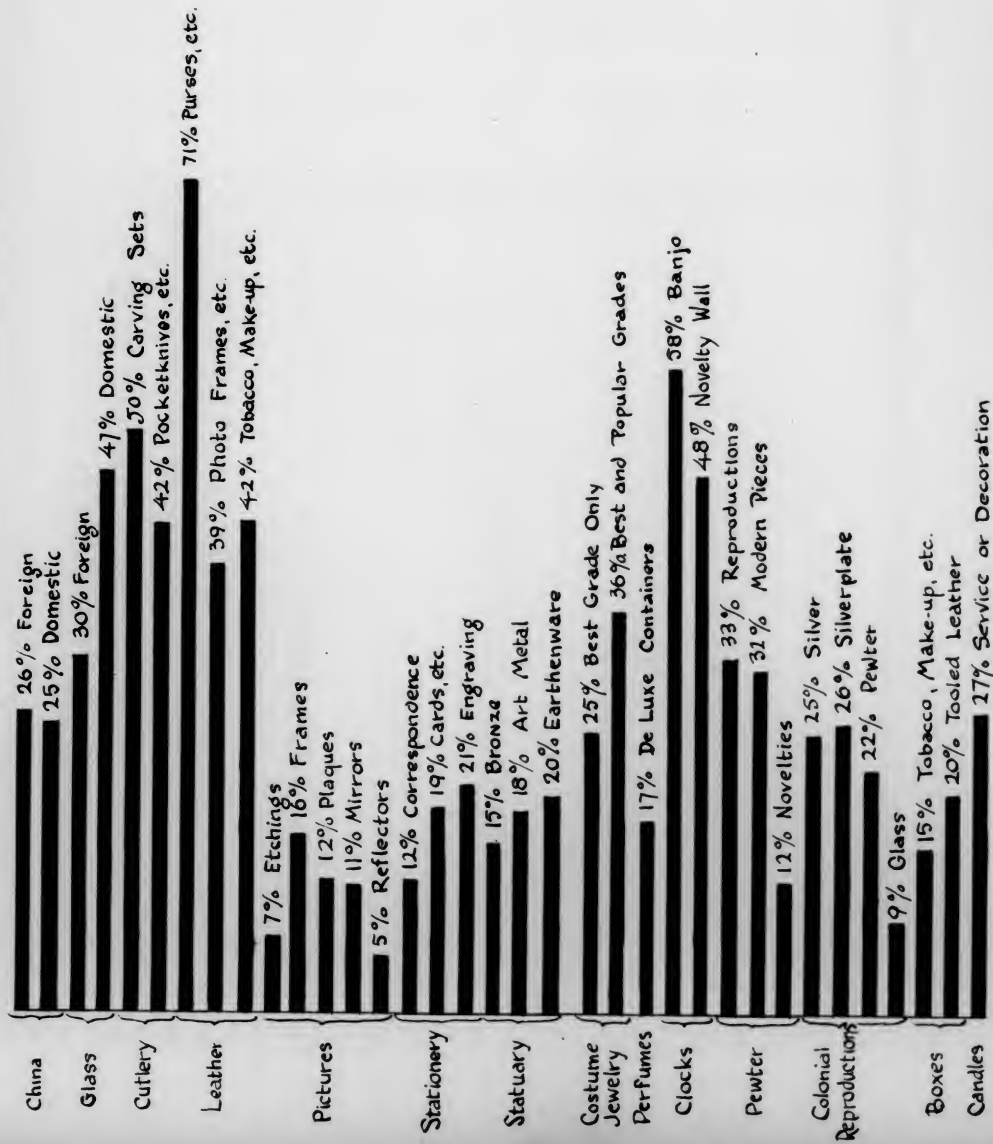
100% Represents list of. Retail Jewelry Subscribers to The JEWELERS CIRCULAR



This possible market, which is 58% of our subscribers now, is increasing greatly as Retail Jewelers recognize the possibility of increased profits by adding a Gift Department.

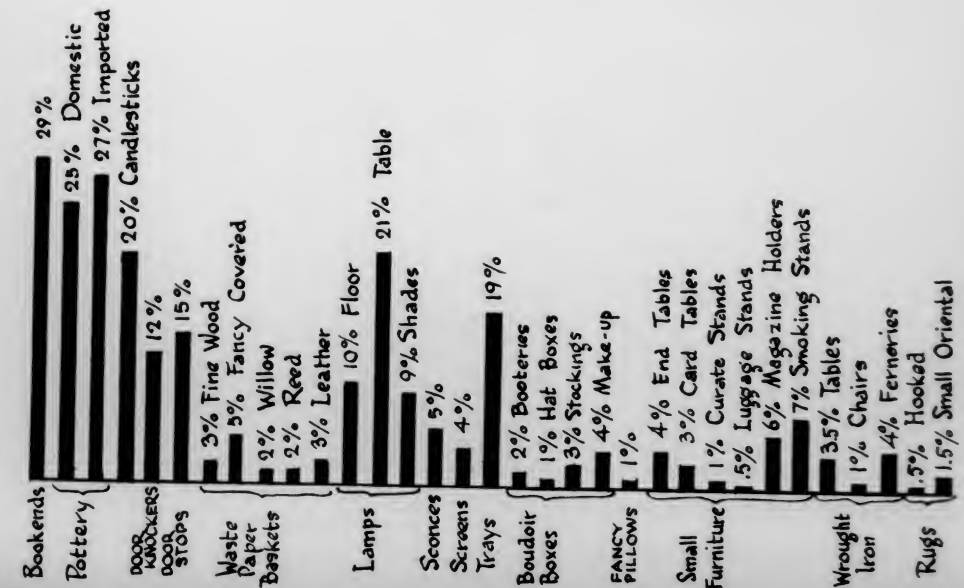
Detailed Results of

Retail Circulation of The JEWELERS' CIRCULAR

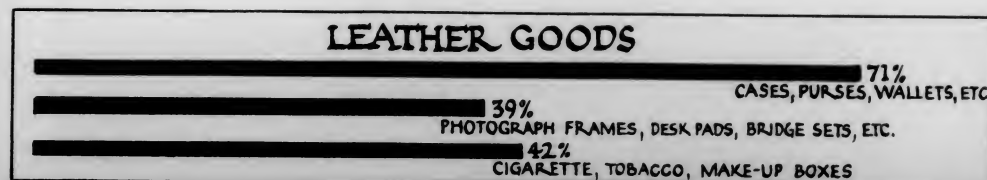
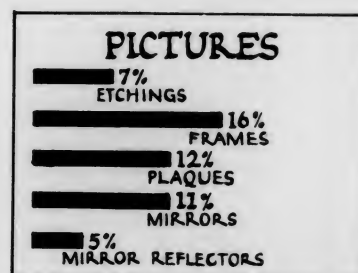
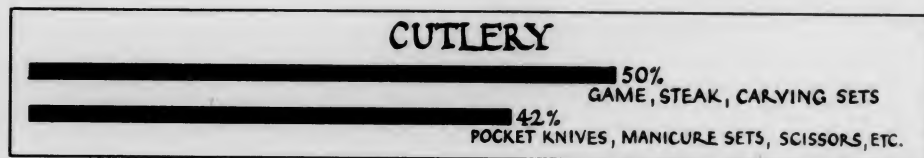
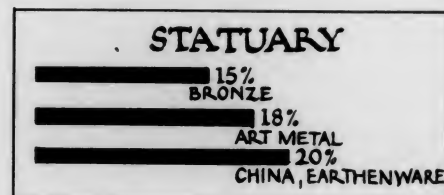
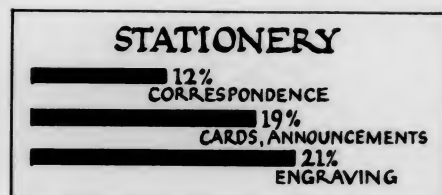
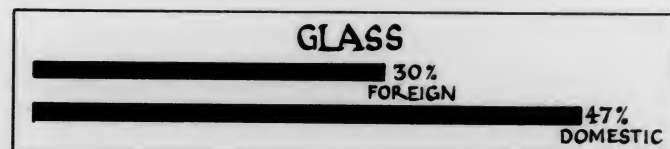
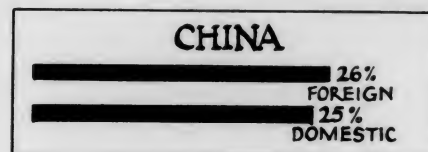


the Questionnaire

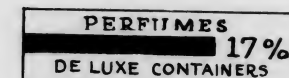
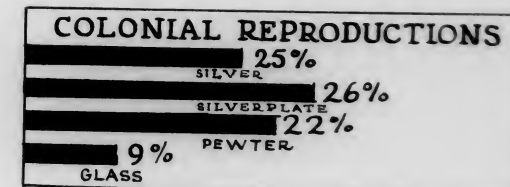
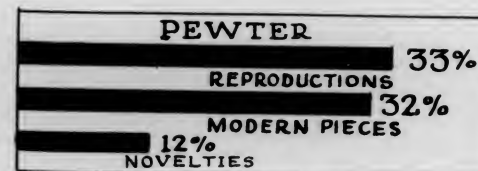
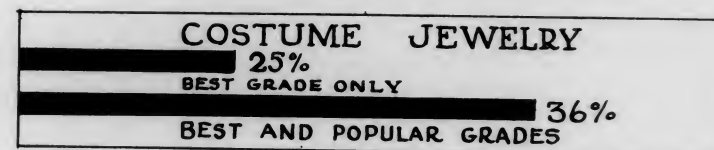
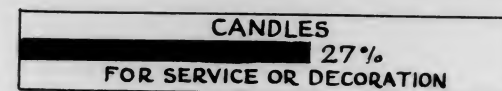
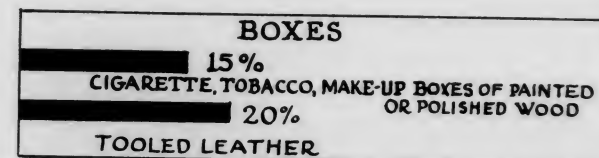
Retail Circulation of The JEWELERS' CIRCULAR



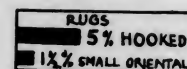
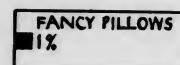
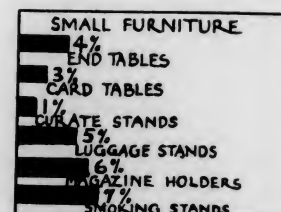
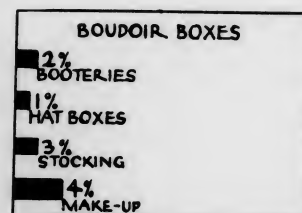
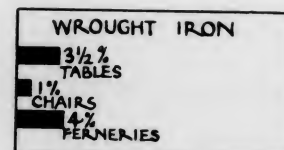
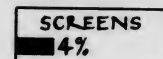
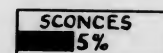
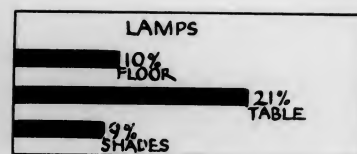
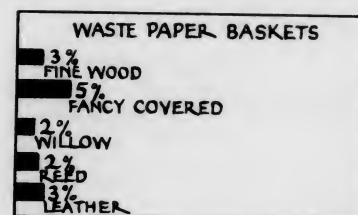
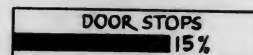
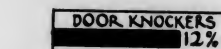
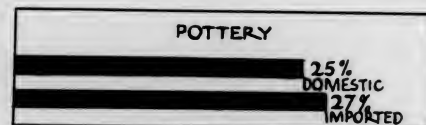
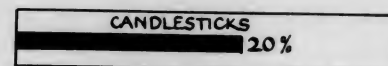
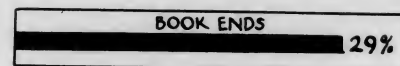
ANALYSIS OF GROUP "A"



ANALYSIS OF GROUP "B"



ANALYSIS OF GROUP "C"



Chinese Goods Stated Carried As Gifts

Under the heading of Chinese Goods sold by subscribers of The Jewelers' Circular were listed the following articles

AMBER
ANTIQUES
ARTIFICIAL FLOWERS
ASH TRAYS

BEADS
BOWLS
BOXES
BRASS
BROCADE

CANDLE STICKS
CANDY BOXES
CHEAP SILVER
CHINA
CIGARETTE BOXES
CINNEBAR
CLOISONNE

EMBROIDERIES
ENAMELLED GOODS

IVORY CARVINGS

JADE
JEWELRY

LAMPS
LEATHER GOODS

NECKPIECES
NOVELTIES

POTTERY

SANDSTONE
SMOKERS SETS
SOAPSTONE

TABLE & WALL COVERS
TEA SETS

VASES

WOOD ARTICLES
(Boxes, etc. & Lacquered Goods)
WOODEN NOVELTIES

Japanese Goods Stated Carried As Gifts

-and the following items were listed under the heading of Japanese Goods sold:

ANTIQUES
ASH TRAYS

BEADS
BOOK ENDS
BOWLS
BOXES
BRASS
BRIC-BRAC
BROCADES

CARVED SEMI-PRECIOUS STONES
CHINA
CHINA PAILS
CIGARETTE BOXES
CINNEBAR
CLOISONNE
CRYSTAL BEADS

EMBROIDERIES

FRAMES

JADE

LACQUERED BOXES
LAMPS
LEATHER GOODS

NECKPIECES
NOVELTIES

PAINTED CHINA
PEARLS
POTTERY

SCREENS
SMOKERS ARTICLES
SOAPSTONE

TABLE & WALL COVERS
TEA SETS
TRAYS

VASES
WOODEN BEADS

It is most interesting to note the varied and many extra items listed on the returned questionnaire as being sold by Retail Jewelers - evidence of the complications being encountered in Retail merchandising.

ANTIQUE SILVER
ARTIFICIAL FLOWERS
ARTIST MATERIALS
ASH TRAYS

BASKETS
BATH SALTS
BEADED BAGS
BED LIGHTS
BIBLES
BOOKS
BRASS
BRIDGE ARTICLES
BRONZE
BRAZILIAN ONYX

CAMERAS - MOVING PICTURE
CANDIES
CELLARETTES
CHRISTMAS CARDS
CIGARS
COPPER GOODS
CRYSTAL
CUPS - TROPHIES

DESK SETS
DEVELOPING & PRINTING
DRESDEN & ENGLISH FIGURES
DRESSER SETS

ELECTRIC GOODS
" PERCOLATORS
" TOASTERS
" WAFFLE IRONS
EMBROIDERIES

FIELD GLASSES
FIRESIDE PIECES
FLOWERS
FOUNTAIN PENS - PENCILS

GIFTS FOR BABIES
GOLF GOODS
GRADUATION BOOKS
GREETING CARDS

INCENSE BURNERS
ITALIAN MARBLE
ITALIAN WARES
IVORY GOODS

KODAKS & SUPPLIES

LINENS
LUGGAGE

MAHOGANY NOVELTIES
MOTTOES
MUSICAL INSTRUMENTS
MUSICAL SUPPLIES

OIL PAINTINGS
OPERA GLASSES
OPTICAL GOODS
OVENWARE

PARASOLS
PATENT MEDICINES
PENS - PENCILS
PERFUMES
PHONOGRAPH RECORDS
PHOTO SUPPLIES
PIANOS
PICTURES
PICTURE FRAME MATERIAL
PILLOW CASES
PLAYING CARDS
PORCELAIN
PYREX

RADIOS
REFRIGERATORS
ROYCROFT PRODUCTS

SHEET MUSIC
SILHOUETTES
SOAP
SOUVENIRS
SPORTING GOODS

WEATHER INSTRUMENTS
WOOD NOVELTIES

TALKING MACHINES-PHONOGRAPHS
TALLIES
TAPESTRY BAGS
TOILET ARTICLES
TRAVEL SETS
TRUNKS
TYPEWRITERS

UMBRELLAS

VIEW CARDS
VICTROLAS

General Information

Trade Conditions

Is your local trade—High Class - 20% Good - 48% Popular - 32%
Does nearby trade amount to much? Yes - 48% No - 34%
Is greatest competition from Department Stores - 55% or Gift Shops - 15%

Lines Adapted For The Jeweler

The large number of Jewelers reporting listed the following items as being especially adapted for profitable sales, in addition to the usual Gems, Jewelry, Silverware, Watches and Clocks.

ANTIQUES
ARTIFICIAL FLOWERS
ASH TRAYS

BOOK ENDS
BRASS
BRIDGE ARTICLES
BRONZE

CHINA
CHINESE GOODS
CLOCKS
COLONIAL REPRODUCTIONS
CONSOLE SETS
COSTUME JEWELRY
CRYSTAL
CUTLERY

DECORATED GLASS
DRESDEN FIGURES

EARTHENWARE

FOUNTAIN PENS
FURNITURE

GLASSWARE
GREETING CARDS

NOVELTIES
NOVELTY JEWELRY
NOVELTY LIQUOR SETS

PARTY FAVORS
PERFUMES
PEWTER
PHOTO FRAMES
PICTURES
PLAQUES
PORCELAIN
POTTERY

REPRODUCTIONS

SILVER
SILVER PLATE
SMOKERS ARTICLES
STATIONERY
STATUARY
STEMWARE

TABLE LAMPS
TOILET ARTICLES

VASES
VENETIAN WARE

Announcing The Jewelers' Circular

"The recognized Authority of the trade"

Applicant for Membership in the Audit Bureau of Circulations

A. B. C.

It is a pleasure to call attention to A. B. C. bulletin #5078 dated January 11, 1930 in which announcement was made:

That December 31, 1929, THE JEWELERS' CIRCULAR made application for membership

That an inspection of their records indicate they will be adequate for an audit at the time of the regular visit of an auditor

That the publication is privileged to use the phrase "Applicant for membership in the Audit Bureau of Circulations."

For over 65 years the leading publication serving the jewelry and allied industry

THE JEWELERS' CIRCULAR
A Unit of the United Business Publishers
TWO-THIRTY-NINE WEST THIRTY-NINTH STREET
NEW YORK
The Great National Jewelry Weekly

Printed Circulation 10,450 Total Distribution 12,000

Report from Publishers' Inc. Group of February 8, 1930

Newell-Emmett Company
40 East 34th St., New York, N. Y.

- NAME: JEWELERS' CIRCULAR.
- CITY: NEW YORK CITY.
- State: N.Y.
- Year established: 1869
- Size of Type Page: 7 1/2 x 10
- Width of Columns: 3 1/2 x 2 1/4
- Date of Publication: Thursday
- Name of Advertising Manager: F. W. Fahrenhorst
- Gross circulation: 17,000
- Net paid guaranteed: 10459 Oct 1929.

Actual net paid circulation by States based on issue of October 1929.

STATE	PAID	UNPAID	STATE	PAID	UNPAID
Alabama	60	30	Missouri	161	332
Arkansas	36	36	Montana	127	312
California	515	39	Nebraska	43	214
Colorado	122	308	Nevada	18	19
Connecticut	400	148	New Hampshire	16	170
Delaware	2,428	1,082	New Jersey	30	332
District of Columbia	160	408	New Mexico	27	79
Florida	75	312	New York	179	107
Georgia	94	115	North Carolina	227	181
Idaho	134	49	North Dakota	25	70
Illinois	707	125	Ohio	30	32
Indiana	100	121	Oklahoma	17	184
Iowa	28	719	Oregon	27	79
Kansas	100	121	Pennsylvania	104	121
Kentucky	120	121	Rhode Island	30	32
Louisiana	100	121	South Carolina	17	184
Maine	100	121	South Dakota	27	79
Maryland	100	121	Tennessee	104	121
Massachusetts	100	121	Texas	104	121
Michigan	100	121	Vermont	104	121
Minnesota	100	121	Virginia	104	121
Mississippi	100	121	Washington	104	121
Montana	100	121	West Virginia	104	121
Nebraska	100	121	Wisconsin	104	121
Nevada	100	121	Wyoming	104	121
New Hampshire	100	121			
New Jersey	100	121			
New Mexico	100	121			
New York	100	121			
North Carolina	100	121			
North Dakota	100	121			
Ohio	100	121			
Oklahoma	100	121			
Oregon	100	121			
Pennsylvania	100	121			
Rhode Island	100	121			
South Carolina	100	121			
South Dakota	100	121			
Tennessee	100	121			
Texas	100	121			
Vermont	100	121			
Virginia	100	121			
Washington	100	121			
West Virginia	100	121			
Wisconsin	100	121			
Wyoming	100	121			

CIRCULATION ANALYSIS SHOWING THE JEWELER'S CIRCULAR SUPREMACY AND COMPETITIVE "DUPLICATION"

This is a positive picture of the relative circulation of the various papers as evidenced by the returns

The Jewelers' Circular

Next Paper

"Leadership" in the industry was never demonstrated in a more convincing manner than by this picture of publication preference as indicated on the questionnaire returns

Second Paper



- What determines the limit of number of subscribers obtainable for this periodical and what is the estimated limit? The figures under "limit" represent total retail jewelers rated from \$1,000 and up as listed in the confidential rating book of the National Jewelry Board of Trade. Of this total, 5,000 are rated from \$5,000 and up.

- What percentage of this total circulation is:
 - 1st—Full price annual subscriptions without premiums? 90 %
 - 2nd—Reduced rate subscriptions without premiums? 5 %
 - 3rd—Paid subscriptions with premiums? 5 %
 - 4th—Paid news stand? 5 %
 - 5th—Complimentary and otherwise free? 5 %

- Price per single copy 20¢
- Price per year \$4.00

- Special Price \$5.00 for two years.

- How do you obtain your subscriptions? By mail and through our own field selling organization as represented by the U.S.J. Circulation Bureau—consists of over thirty men calling personally on retail jewelers, selling them not merely a subscription but instructing them as to how to properly use their business paper.

- What percentage of your circulation has been secured by each of the above methods? About 50-50

- Are you the official organ of any Associations? NO

- What ones? NO

- How much of your circulation goes to members of an Association upon paying their dues? Nothing

- Do you use premiums? 25 % (What intrinsic value? Premiums consisting of merchandising articles reprinted from our publication have been used at times. Also a copy of the buyers' Directory published each year has on a few occasions been made use of.)

- Do you make clubbing offers? NO

- Do you run circulation contests? NO

Describe briefly

- Do you accept subscriptions from club raises? NO

- Percentage of renewals? 75% to 80%

- Antist or estimated? Experience of over the past fifteen to twenty years.

- Are any inducements offered for renewals? NO

- How long do you keep expired subscriptions on your mailing list? Three months

- What % in arrears up to 3 mos. 10% to 15% 3 mos. to 1 year 1 year and over

- What % of your circulation is sold in bulk? NONE

- State prices obtained. NOTHING

- Do you accept installment subscriptions? NO

- On what basis? NO

- Is your publication returnable? No newsdealer circulation

- Is there any special service your paper gives that would add to its value to subscribers? An Information Service open to all of our subscribers as explained in the enclosed circular and which is being used to the extent of hundreds of calls every month by telephone, wire, and mail as well as personal calls in the office.

- Is there any special service your paper gives that would add to its value to advertisers? Editorially, the book is scheduled so as to high light or feature the various lines of merchandise sold by the retail jeweler as per the schedule indicated on the enclosed yellow page.

- What is the class, industry or field covered by your publication? Manufacturing, Wholesaler, and retail trade. Covering the manufacturing field practically 100%, the wholesaling field 95 to 100% and the retail trade 90% - at least of the well rated retail jewelers.

- To whom do this circulation go?

(Give occupation or importance of subscribers using each sub division or may list describe the subscribers of the periodical, giving in the divisions for example as follows: Jeweler, Watchman, etc., or in other specific classes to suit the nature of the publication. If you cannot specify in divisions in some other form state in "No data about")

- 71.9 % 1867 Retailers
- 10.4 % 1101 Manufacturers
- 10 % 1062 Wholesalers
- 2.3 % 369 Miscellaneous
- 2.4 % 260 Unclassified
- 2 % 230 Foreign

- What classes or character of advertising do you include? All advertising that is absolutely not truthful or that does not tell the actual facts. This is particularly essential in the Jewelry Trade because of the quality and character of its merchandise. It is difficult to estimate the great amount of advertising that is removed and that is even excluded each year in the Jewelers' Circular.

- What special numbers (if any) will you have during the coming year? The 61st Spring Buying usually the last issue of February. Covers the manufacturing, wholesaling and retailing field complete. Another high lighted special issue as it might be termed is the pre-convention number of the American National Retail Jewelers Association.

These are but a few of the special comments added to the questionnaire returns. Such comments numbered hundreds - of which, unfortunately, we are able to list but a few on the following pages:

Gift department--baby section--our bread and butter between seasons.

Future of jewelry business depends on some other kind of business.
Handle fine vases, etc., and dinnerware.
Use glassware as specials through year.
Helps jewelry business--helps jewelry sales.
One-fifth volume of sales from Gift department.
Brings in new people. Buy at right price and stock few duplicates. Gift shop jewelers' best bet.
Gift & Artwares essential line to the jeweler.
Table prices \$1.00 to \$2.50 converted store to table display. Proved satisfactory.

Get good ideas from J. C. Gift department.

Most success with Brassware.
Feel Gift department is only salvation for jeweler today. Regular jewelry store lines too slow in turnover.
Tendency better grade Gifts in jewelry stores--popular priced bridge merchandise brings in customers.
Good provided jeweler does not try to compete with low-priced goods. Can sell better class of merchandise. Jewelers' sales personnel is higher than department stores.
Glassware and Novelties outsell many lines ten to one.
Conducted Gifts business successfully for five years--have eliminated 75% of popular priced goods and concentrate on stemware, china, etc., of the better sort.

Brings in dollars in slow jewelry months and promotes extra sales at times for higher priced goods.

Gift and Artwares are business getters--bridge, shower, wedding gifts stimulatedull months.

Jewelers lose a great opportunity by not handling costume jewelry. Feature it.

To build a real Gift department must have display space.
Gift goods largest part of our sales.

Given proper attention can be made a large part of yearly business.
Gift business increases volume of jewelry business. Found it difficult to conduct jewelry business without Gift department--small town.
Gift department--a good drawing card and pays well.
Do a good business in Crystal and Colored Glassware.

Gift department will add 25% to 40% to business.

Glassware--Pottery--China--Pictures--Door stops--Blotter--sets--sold well at profit.
Good possibilities--good location and space necessary--but must be separated from jewelry stock.

Up to jeweler to put the Gift department over.
Necessary in the successful conduct of a jewelry store in a small city today.
Have found Gift department helps to pay the bills.
Study given to items for local trade will prove profitable.

We have found women make better Gift store operators than men.

To remain on the "active list" today must branch out into Gift business.
Brings customers to store and makes extra sales.
Considering the amount invested in the Gift department, its fast turnover makes it a very profitable department and stimulates life in general trade.
Good to bring in customers and increase jewelry sales. Hope to have a larger display.

People rather purchase Gifts from a good jewelry store--properly boxed.

Have always handled china, mirrors, electrical appliances as specials--at low price --brings new customers. Guard against dead stock.

Possibilities unlimited. Gifts valued more highly if come from jeweler. Demand for bridge prizes, etc.

Higher grade Gifts with regular jewelry helps maintain volume. Sticking to regular jewelry lines a mistake, excepting the credit jewelers.
Contemplate remodeling store to classify this merchandise. Forced by competition to handle.
Asset to jewelry business. Sells all the year around. Should use more of your space to advertise it.

My Gift shop was my salvation at Christmas.

Artware possibilities good. Better grade merchandise. Separate department.
Gift department--for cash jeweler--essential to bring customers into store. For credit jeweler may be a loss because small margin profit, but it helps to sell more jewelry.

Jeweler not in Gifts in town of 10,000 to 15,000 simply working for landlord. In business 44 years and have kept in line with changed business conditions.

Jeweler has had to turn to Gift goods to keep his volume. We could not exist as a retail jeweler of some years ago could.
I believe the jewelers will have to be the Gift store merchants.

Cards bring more people to store than any other line.

No jewelry store complete without Gift department, brings people into store. Featured valentines 1¢ to \$1 and people purchased jewelry and more expensive novelties. Believe jewelers can make money with Gift line. We box everything in tissue, "ready to give."

If public becomes accustomed to buying gifts from other sources the jeweler will find much business slipping away from him.

Find A progressive jeweler must try out different lines to see what his trade demands.

Had Gift Dept. for seven years. Best asset for jewelry store that has space. Discarded optical line for Gifts.

Gift dept. brought about by moving to larger store, more than pleased. Profit good --use discretion in purchasing. Find turnover greater than in jewelry. If jewelers generally adopted this idea, small gift shop and kindred stores would not cut into jewelry business.

Gift business should help to pull jewelers out of dullness.

Our Gift department started as an advertising experiment to bring customers to store--which it does. At present showing a nice profit.

Started Gift dept. nine years ago, think helped me to double jewelry business--established for 60 years.

Necessary for the jeweler--especially the smaller towns--to get into this in self-defense. Draws and holds customers. Constant new items proved best.

Consider good for progressive jeweler. Chance to make regular customers. Have a \$1 special table. Anything that does not sell up to \$5 and \$6 goes on table.

Gift department for three years and is about 40% of our business. Customers in store at all times.

Success in Gift line is to separate from your regular lines. Keep variety--clear old stock and have more variety than quantity.

Our Glassware department pays a good profit. Ten years developing jewelry and gift store--impossible to exist today with exclusive jewelry.

Care must be exercised not to cheapen by passing fads or over-stock with worthless what-nots. If used with caution affords a long-needed link between the jeweler and general public.

Wonderful business in costume jewelry and popular-priced merchandise--neat packages--tissue-wrapped--ribbon tied and card ready to address. Customers appreciate this service.

Have had a separate department for three years--turnover greater than regular jewelry lines and a good profit--brings in customers.

Gift departments on Main Streets are profitable.

Specialize in Chinese and American Brass--good, go well.

Our summer trade proves that customers prefer to deal in small shops rather than large ones.

Varied lines in prizes--brings customer to store and helps make other sales.

Feel jeweler is the ideal Gift store.

Not called Gift Shop. "Fisher Galleries" since 1923 successful. Helps our jewelry business.

The Jewelers' Circular's Contribution to Operating a Successful Gift Department—

Follow the Editorial Pages in Our Gift Issues Every 4th Week

WHY A GIFT SECTION? Robert M. Shipley Answers the Questions

Will it Pay?
Will it Hurt My Prestige?

MANY jewelers have complained the installation of a gift or art department, and many have already abandoned such a venture. The jeweler who has already abandoned such a venture has been faced with the question of whether to re-invest in the gift or art department, or whether to leave it alone. The answer to this question is not a simple one, but it is one that every jeweler should consider carefully.

There are several reasons why a gift section is a necessary part of a jeweler's business. First, it provides a place for the jeweler to display and sell a wide variety of gifts, from jewelry to household items. Second, it provides a place for the jeweler to display and sell high-quality gifts, which can help to build the jeweler's reputation. Third, it provides a place for the jeweler to display and sell gifts that are unique and personalized, which can help to increase sales.

There are also several reasons why a gift section can hurt a jeweler's prestige. First, if the gift section is poorly managed, it can make the jeweler look like a disorganized and unprofessional business. Second, if the gift section is poorly stocked, it can make the jeweler look like a business that is not up-to-date with the latest trends. Third, if the gift section is poorly priced, it can make the jeweler look like a business that is not competitive.

However, if a jeweler's gift section is well-managed, well-stocked, and well-priced, it can be a great asset to the business. It can help to increase sales, build the jeweler's reputation, and provide a place for the jeweler to display and sell high-quality gifts. So, if you are considering a gift section, make sure you are doing it right.

There are several things you should keep in mind when you are planning a gift section. First, make sure you have a good location for the gift section. Second, make sure you have a good selection of gifts. Third, make sure you have good prices. Fourth, make sure you have good service. Fifth, make sure you have good advertising. Sixth, make sure you have good timing. Seventh, make sure you have good luck.

- March 20
- April 17
- May 15
- June 12
- July 10
- Aug. 7
- Sept. 4
- Oct. 2
- Nov. 27
- Dec. 25

Planning a Gift Section A few suggestions as to how to make it a success

There are jewelers in all parts of the country who are planning a gift section. Some are planning a small section, while others are planning a large section. The size of the section will depend on the size of the jeweler's business and the jeweler's budget. However, there are some suggestions that can help to make a gift section a success.

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Market Gift Shopping

The gift and art merchandise shown on these pages represents some of the most popular and most attractive merchandise being offered in the New York market by manufacturers and importers. This merchandise was selected by a "shopping" representative of this publication, and is being offered to you in this special section.

There are several reasons why this merchandise is so popular. First, it is high-quality. Second, it is unique. Third, it is personalized. Fourth, it is well-priced. Fifth, it is well-displayed. Sixth, it is well-promoted. Seventh, it is well-timed.

There are several things you should keep in mind when you are shopping for gifts. First, make sure you have a good selection of gifts. Second, make sure you have good prices. Third, make sure you have good service. Fourth, make sure you have good advertising. Fifth, make sure you have good timing. Sixth, make sure you have good luck.

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For the Retail Jeweler

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Every 4th week several pages of illustrations of new and popular items for the jeweler are being reproduced.



How Woman Jeweler Conducts a Gift Section
Suitability for a Wedding Gift the Guide in Buying

How a little catch-all of a back room was transformed into a room of beauty and utility may make interesting reading. Perhaps, on second thought, it is just as well that the old room was not photographed but the new room of the Jewelry Store in Raleigh, N. C., is here presented, showing a very attractive and useful room for wedding gifts.

It was a little over a year ago that Mrs. Anna B. Jolly, proprietress of the Jewelry Store in Raleigh, N. C., began her work on remodeling the rear of her store. It had been divided into a china and glass section and a small room. After a while, she decided to convert the small room into a gift section. She did this by removing the partition between the small room and the china and glass section, and by adding a new partition between the gift section and the china and glass section. This gave her a new gift section that was both attractive and useful.

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THE RETAIL JEWELER LOOKS AT THE PRESENT AND INTO THE FUTURE

The modern merchant is pressed as never before with strong competitive forces. Not static forces, well defined and limited in their effects, but active forces from a variety of sources. Never has the merchant been called upon to be more alert, to be able to fathom his competition, and change his methods to offset the pressure being brought to bear upon him.

Particularly is this true of the Retail Jeweler. More and more what he long considered his particular province is being encroached upon by other merchants. Largely the growth of the past ten or fifteen years, the Gift business, both in the specialized stores and in the department stores that have built up gift departments, has grown in volume and importance. America is "gift conscious". The Jeweler was the "original" Gift Merchant. The Jewelers who are taking advantage of these two facts are profiting both in the sale of gifts, and in the increased store traffic that materially helps their sale in the strictly jewelry lines.

Store traffic and customer acceptance is an invaluable merchandising asset. If it goes to the gift shop there is nothing to prevent these specialized enterprises from eventually branching out strongly into the better lines of jewelry, gems, watches, clocks and silverware at the great expense of the Retail Jeweler. The Retail Jeweler, because of his community standing, is the logical dispenser of gift merchandise, and as a protection from further and more telling competition, its addition to his stock becomes imperative.

There is a live field here for cultivation by the distributor of gift merchandise, and The JEWELERS' CIRCULAR offers him an unexcelled medium through which to reach his most promising prospects.

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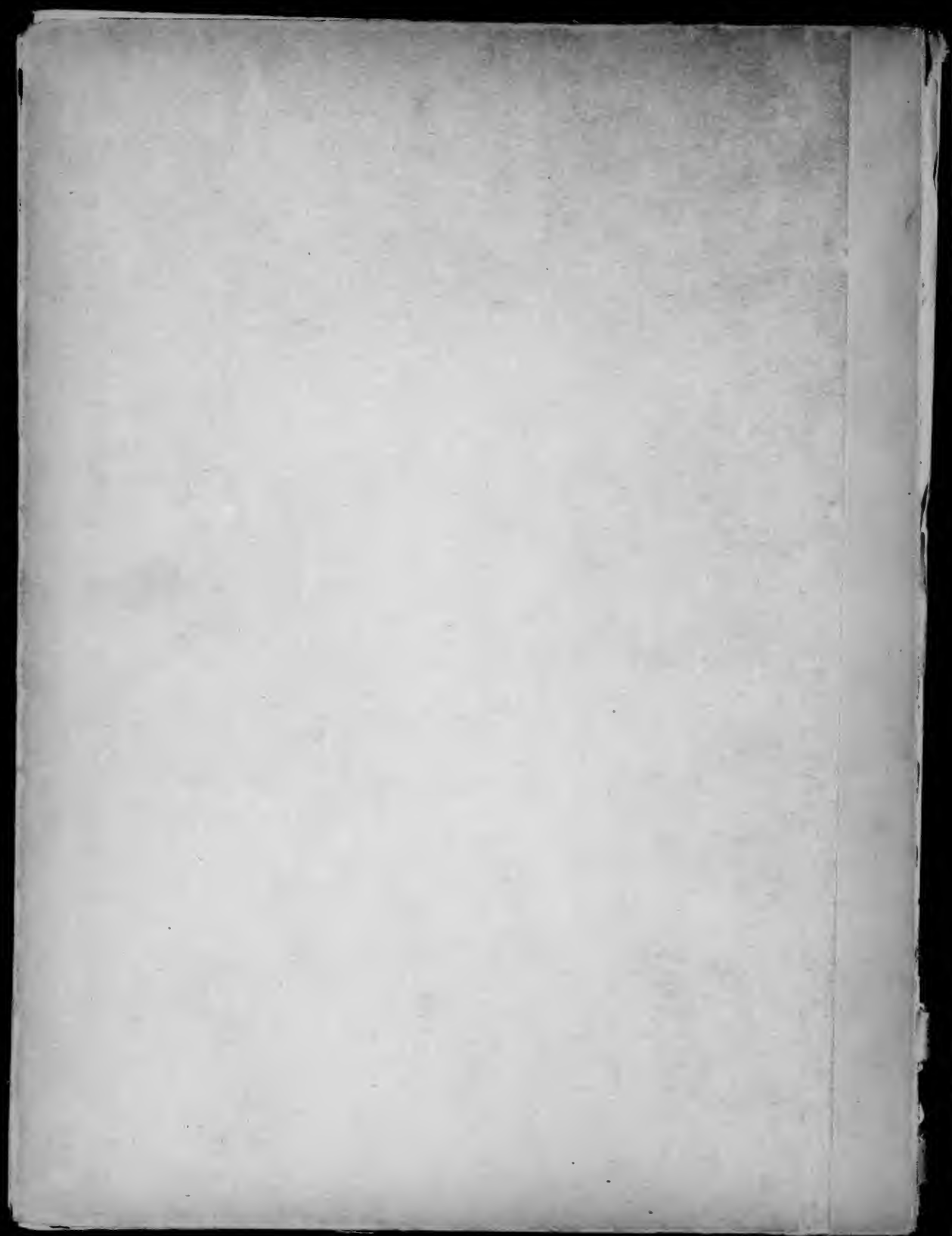
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